



# 2018 OFFICIAL TENNESSEE VACATION GUIDE



**MEDIA KIT**

**CONNECT WITH THE MILLIONS OF VISITORS WHO  
WILL BE PLANNING TRIPS TO TENNESSEE IN 2018**



**The SOUNDTRACK of AMERICA  
• MADE IN •  
TENNESSEE®**

**TNVACATION.COM**





## MISSION STATEMENT

To motivate  
travel to and  
within Tennessee  
by **inspiring  
enjoyment,**  
creating  
memories,  
**producing a  
desire to return,**  
and establishing  
key long-term  
relationships  
that result in  
visitors becoming  
residents.

## INSPIRING TRAVEL TO TENNESSEE



Dear Partners,

The Soundtrack of America. Made in Tennessee brand continues to draw attention, leading to record visitation across the state. The economic impact of our industry on the state is at **an all-time high of more than \$18 billion.**

With that in mind, we are pleased to announce a new partnership with Journal Communications Inc. to produce the *Official Tennessee Vacation Guide*, beginning with the 2018 edition.

As Tennessee's exclusive fulfillment piece, the guide is a **primary source for inspiration** delivered to more than 550,000 consumers with readership of more than 1.7 million.

People come to Tennessee for a variety of reasons including the music, but the authenticity and Southern hospitality our communities and partners deliver every day is what sets us apart and keeps people coming back.

– Kevin Triplett, Commissioner

**“We know who we are. Real. Genuine. Authentic. In these times, travelers are searching – in cases begging – for something real.”**

– Commissioner Kevin Triplett, Tennessee Department of Tourist Development

# A REIMAGINED VACATION GUIDE!

The Vacation Guide will have a fresh, new look and a newsstand magazine feel for 2018. Highlights include:

- Bold, new design aligned with tnvacation.com
- Experiential photography and editorial
- New rich media enhancements available in the digital guide
- New Sponsored Attractions section



**TOTAL ECONOMIC IMPACT  
OF TENNESSEE TOURISM**

**THE VACATION GUIDE MOTIVATES VISITORS  
TO STAY 1.9 DAYS LONGER ON AVERAGE.**

## 87 PERCENT

of undecided visitors report the Tennessee Vacation Guide as influential in their decision to visit the state.

## MADE IN TENNESSEE



The 2018 Tennessee Vacation Guide is published by Journal Communications Inc., a custom media company in Franklin, Tenn. With Alex Haley as one of our founders, we have **strong "Roots" in Tennessee** and a deep, working knowledge of the state's tourism industry. Our travel publishing work has been honored twice with the prestigious Mercury Award, and we serve as publisher for the state's largest-circulation magazine, *Tennessee Home & Farm*.

Meet our experienced advertising sales team, who can **craft a custom program** for your brand to maximize your reach to potential visitors.

### WEST

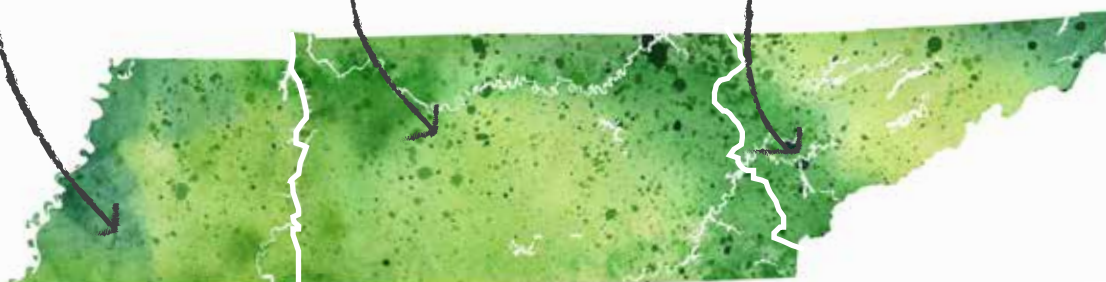
Deshaun Goodrich  
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## TARGETING LEISURE TRAVELERS

The *Tennessee Vacation Guide* is the state's primary fulfillment piece provided to travelers interested in visiting the state. The leisure traveler represents 80% of the visitors coming to Tennessee, and remains the top audience target for the annual Vacation Guide.



95% of visitors from our primary feeder markets drive to Tennessee.

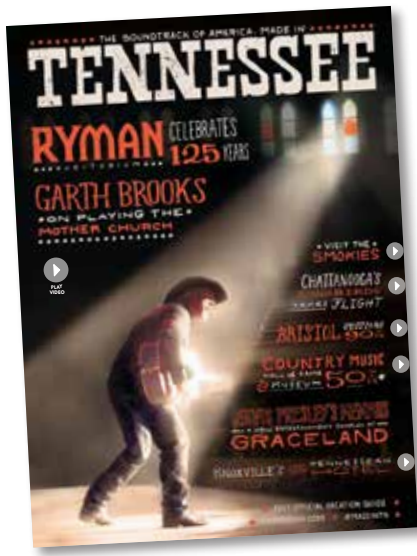
Average length of stay for leisure visitors is

## 2.24 DAYS



**50.3% OF LEISURE  
TRAVELERS USE  
PRINT RESOURCES  
TO ASSIST WITH  
TRAVEL RESEARCH  
AND PLANNING.**

# REACH TRAVELERS THROUGH PRINT AND DIGITAL



## PRINT GUIDE

The 2018 guide will use bold, authentic imagery and real stories about Tennessee travel to encourage travelers to create their own experiences.

With a reduced focus on listings, the guide format offers **new advertising placements and sponsored attractions content blocks** – all designed to better showcase your brand and inspire travel to your destination.

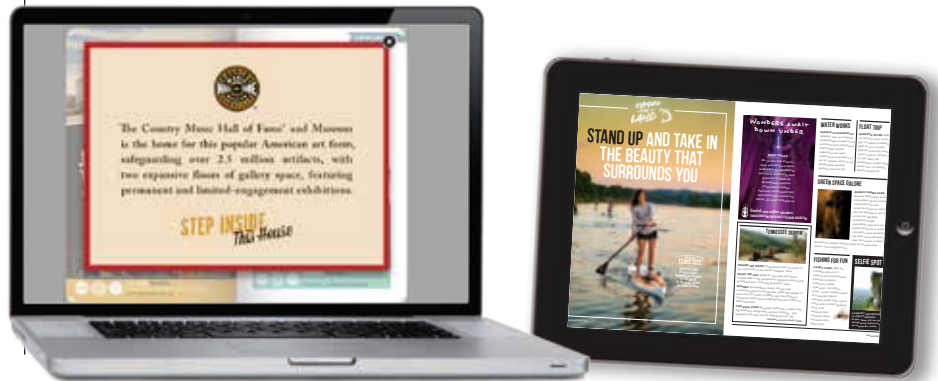
## DIGITAL GUIDE

Your print ad is included with live links in the digital guide, optimized for desktop, mobile and tablet devices. Consider these enhancements to amplify your exposure:

**ADVERTISER INFO POP-UPS** expand your display ad creative in the digital guide. Users will click/tap a button for a **pop-up box**, which can be used to add more information about your brand.

**ADVERTISER VIDEO** increases engagement with your ad. A video play button will be added to your ad in the digital guide. When tapped/clicked, the **video expands to play over your ad**, then returns the reader back to your ad when complete.

**ADVERTISER SLIDESHOW** allows you to engage customers and enhance your ad in the digital guide with a slideshow. A slideshow play button will be added to your ad in the digital guide. The **slideshow will pop up** and then return the reader back to the same ad in the guide when it is complete.



## ADDED VALUE READER RESPONSE SERVICE

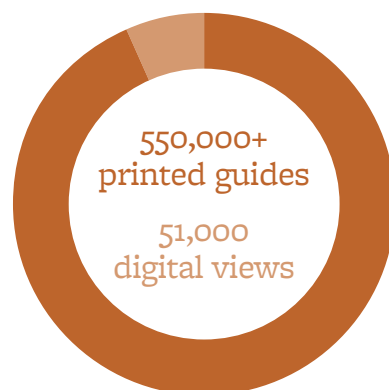
The guide's Reader Response Program provides quick, qualified and accurate leads. It allows visitors to request information from advertisers in three ways:

- Mail the reader response page
- Fax the reader response page
- Submit information online

## DISTRIBUTION HIGHLIGHTS

Distribution of more than

# 600,000



Potential visitors can:

- View online at **tnvacation.com**
- Order via 1-800-GO2-TENN or from **tnvacation.com**
- Pick up the guide at any of the **16 welcome centers**, visited by **13 million visitors** annually
- Pick up a copy at consumer travel and group trade shows

NEW FOR 2018!

# SPONSORED ATTRACTIONS CONTENT

Help visitors plan their trip with detailed information about your attraction. The new Sponsored Attractions directory includes **three levels of exposure**, beginning with a content block describing your attraction. Organized by region and **integrated with guide content**, the Sponsored Attractions section will inspire readers to plan their next trip to your destination.

Attraction name here Dae vernatia num equam doloreptur. Nihil et mi, que premquodi ipitati onsequi commolor si quibus volas et volupta ne latur moluptae dolorit archicid exerio. Em ex et molore vitis et ipsanducis aut ma imolorem ut lanimin veliquas captatur restiur. 47 Address Ave., Memphis, 800-555-5555; heretotravel.com

## 1 SPONSORED ATTRACTION \$95

- Attraction name, address, phone number and URL
- Description up to 250 characters



Attraction name here Dae vernatia num equam doloreptur. Nihil et mi, que premquodi ipitati onsequi commolor si quibus volas et volupta ne latur moluptae dolorit archicid exerio. Em ex et molore vitis et ipsanducis aut ma imolorem ut lanimin veliquas captatur restiur. 47 Address Ave., Memphis, 800-555-5555; heretotravel.com

## 2 SPONSORED ATTRACTION + PHOTO ENHANCEMENT \$500

- Basic attraction information, plus photo 2" x 1" @ 300 dpi



Attraction name here Dae vernatia num equam doloreptur. Nihil et mi, que premquodi ipitati onsequi commolor si quibus volas et volupta ne latur moluptae dolorit archicid exerio. Em ex et molore vitis et ipsanducis aut ma imolorem ut lanimin veliquas captatur restiur. 47 Address Ave., Memphis, 800-555-5555; heretotravel.com

## 3 HIGHLIGHTED SPONSORED ATTRACTION \$1,000

- Basic attraction information, plus photo 2" x 1" @ 300 dpi
- Shaded

# WELCOME CENTER DISPLAYS

More than 13 million travelers visit Tennessee's Welcome Centers each year. Make sure they know what you have to offer.

Position your brand prominently through the Welcome Center advertising program, which includes your ads placed on lighted signs in a specific Welcome Center building.

12 MONTH RATE

**\$6,630**

plus production and installation



WHAT BETTER PLACE TO REACH TENNESSEE TRAVELERS THAN WHEN THEY ENTER THE STATE?

### SPONSORED ATTRACTIONS

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### MEAT 'N THREES TO TRY

1 TENNESSEE'S DINER is dolorum faccatis ut pere commolor utas rehenis arum as doluptas necus uliorio nantestiqui ut rehent. [www.gohereintennessee.com](http://www.gohereintennessee.com)

2 TENNESSEE'S DINER is dolorum faccatis ut pere commolor utas rehenis arum as doluptas necus uliorio nantestiqui ut rehent. [www.gohereintennessee.com](http://www.gohereintennessee.com)

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### THINGS TO DO

#### HEADLINE HERE

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# 2018 DISPLAY ADVERTISING RATES

SIZE + POSITION	READER RESPONSE	LINK FROM AD IN DIGITAL GUIDE	FREE DIGITAL INFO POP-UP (OR) VIDEO	ANNUAL PACKAGE
Opening Two-Page Spread	✓	✓	✓	\$48,785
Inside Front Cover	✓	✓	✓	\$29,130
Page One (Facing Inside Front Cover)	✓	✓	✓	\$29,130
Facing Inside Back Cover	✓	✓	✓	\$29,130
Inside Back Cover	✓	✓	✓	\$29,130
Back Cover	✓	✓	✓	\$26,520
Facing Table of Contents (Full Page) - two available	✓	✓	✓	\$26,520
Facing Welcome Letter (Full Page)	✓	✓	✓	\$26,520
Facing Online TOC (Full Page)	✓	✓	✓	\$26,520
Region Intro Sponsor West, Middle East (Full Page)	✓	✓	✓	\$26,520
Two-Page Spread Print Placement in Forward Features	✓	✓	✓	\$40,570 (\$46,665)
Full Page Print Placement in Forward Features	✓	✓	✓	\$21,210 (\$24,395)
2/3 Page (Vertical)	✓	✓	✓	\$17,520
1/2 Page (Horizontal)	✓	✓	✓	\$14,150
1/3 Page (Horizontal & Vertical)	✓	✓		\$10,090
1/6 Page (Vertical)	✓	✓		\$5,810
1/12 Page (Square)	✓	✓		\$3,610

**Digital Enhancement Add-Ons:**

**+ Video or info pop-up: \$1,000**

**+ Slideshow - \$1,500**

# PREMIUM DIGITAL EXPOSURE ON TNVACATION.COM

**New!** Advertising opportunities on tnvacation.com offer **high-impact visibility** for your partner page and external website. Inventory is limited; let us reserve your 2017-2018 advertising exposure today!

## 2016 TRAFFIC TO TNVACATION.COM

**3.03 M**

Sessions

**2:04**

Session duration

**6.71 M**

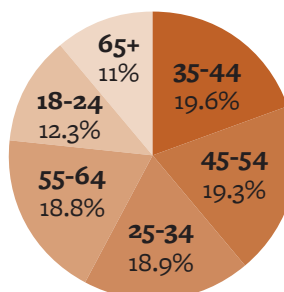
Pageviews

**64%**

Access the site on mobile

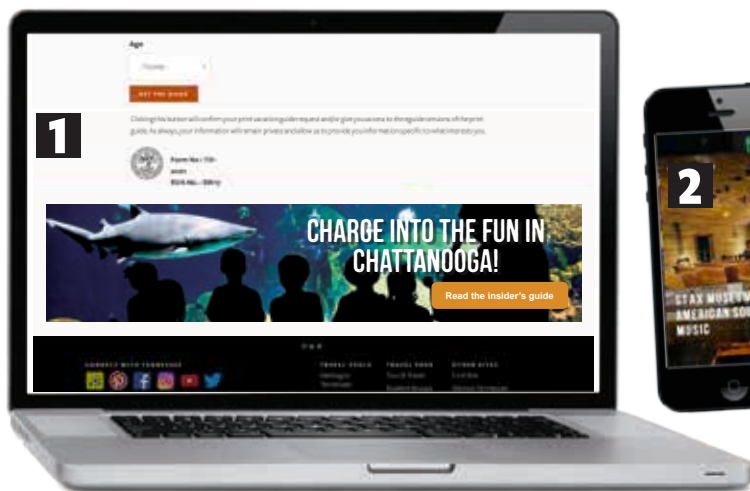
## TNVACATION.COM DEMOGRAPHICS

### AGE BREAKDOWN



**82%**  
NEW USERS

**62.2% FEMALE**  
**37.8% MALE**



### 1 BILLBOARD

Place your high-impact display ad on prominent pages within tnvacation.com.

- Available on the Homepage, Request a Guide pages, or Run of Site
- Ad size: 970 x 250 @ 72 dpi
- Max three months campaign per calendar year

### 2 SPONSORED LINK

Integrate a link to your partner page or external website from tnvacation.com's region and featured city pages.

- Available on the Homepage, Region, or Featured City pages
- Requires a high-quality image and engaging call-to-action
- Max three months campaign per calendar year per category

### 3 BOOST

Ensure your partner page is promoted on the top row of filtered results within Trip Planner.

- First row placement
- One row per category per Featured City available
- Max three months campaign per calendar year

## PRICING

**HOMEPAGE: \$2,500/MONTH**

**REQUEST A GUIDE PAGES: \$1,750/MONTH**

**RUN OF SITE: \$1,250/MONTH**

## PRICING

**HOMEPAGE: \$1,000/MONTH**

**REGION: \$500/MONTH**

**FEATURED CITY: \$500/MONTH**

**ASK US TO CRAFT YOUR CUSTOM EXPOSURE IN THIS SECTION OF THE SITE!**

# SUBMISSION GUIDELINES

## PRINT AD SPECIFICATIONS

PRINT AD SIZE	BLEED	TRIM	LIVE AREA
Two-Page Spread	15.75"w x 10.75"h	15.5"w x 10.5"h	15"w x 10"h (.25" gutter on each side)
Back Cover	8"w x 8.125"h	7.75"w x 8"h	7.25"w x 7.75"h (doesn't trim on top)
Full Page	8"w x 10.75"h	7.75"w x 10.5"h	7.25"w x 10"h
2/3 Page Vertical	5.1875"w x 10.75"h	4.9375"w x 10.5"h	4.1875"w x 9.75"h
1/2 Page Horizontal	(no bleed)	(no trim)	6.75"w x 4.5"h
1/3 Page Horizontal	(no bleed)	(no trim)	4.4375"w x 4.5"h
1/3 Page Vertical	(no bleed)	(no trim)	2.125"w x 9.5"h
1/6 Page (Vertical)	(no bleed)	(no trim)	2.125"w x 4.5"h
1/12 Page (Square)	(no bleed)	(no trim)	2.125"w x 2.25"h

\* Co-op ads should be reduced by 5 percent in size to allow room for top banner (size: 1.125"h; live area: 1"h)

## PRINT AD REQUIREMENTS

CMYK, high-resolution (300 dpi) PDF

## SEND YOUR FILES TO JOURNAL COMMUNICATIONS

### AD RESOURCE CENTER:

**jnlcom.com/tvg**

- Upload your print and added value materials.

Questions? Contact your sales representative or email **ads@jnlcom.com**.

### FTP:

**http://jnlcom.com/ftp**

Username: ads

Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted.

Detailed FTP instructions are available from your sales rep.

### EMAIL:

Email files to **ads@jnlcom.com**

- Please include your business name, magazine name (TVG) and ad size in your email message.

## SUPPLIED FILES POLICY

For submitted files, our free services include checking advertiser- and/or agency-submitted files to ensure they meet our specifications for guide printing. Journal Communications is not responsible for enhancing your digital files or proofreading for spelling and grammatical errors.

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

## DIGITAL GUIDE ENHANCEMENTS

### ADVERTISER INFO POP-UPS

- Finished size: 600 x 450 pixels
- Graphic in .jpg or .png format at 72 dpi
- Maximum file size 50K
- Body text maximum of 525 characters (including spaces and punctuation)

### VIDEO:

Submit a Vimeo or YouTube URL

- Suggested length :30 seconds
- Permissions must allow the public to view the video at this link (no login or password required)
- May not feature any third-party advertising before the advertiser's video plays

### SLIDESHOW

- Advertiser provides up to five images
- Finished size for each image: 600 x 450 pixels
- Graphic in .jpg or .png format at 72 dpi
- Maximum file size 50K per image

### IMPORTANT DATES

- **9/1/17** Space Reservation Deadline
- **9/8/17** Materials Deadline
- **1/15/18 (on or before)** Print and Digital Guides Publish